

03 SEP. 1992

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From: SCARLSON--VCH0021A	Date and time 02.09.92 17:48:01
To: FDULLES --VCH0021A Frederick Dulles	DGREENBE--VCH0021A D. Greenberg
BBAROUDI--VCH0021A Bisharah Baroudi	GNASSIF --VCH0021A George Nassif
HSCHEDDEL--VCH0021A Harald Schedel	JBANGERT--VCH0021A Jean Bangerter
MREARDON--VCH0021A Michael Reardon	AREIMAN --VCH0021A Andre Reiman
PMAGLION--VCH0021A P. Maglione	MHORST --VCH0021A M. Horst

From: Stig Carlson  
To : Jean Bangerter  
Subject: Trademark Ad Campaign

There have been prel plans for the GCC area to consider a Trademark Ad campaign. - The idea has been viewed interesting but somewhat premature for the GCC area, as an isolated event. However, with the European plans now emerging, Harald Schedel, our VP in charge of the areas, wants us to investigate possibilities to benefit from your efforts also in the GCC. - Could you possibly get in direct contact with Bishara Baroudi, who runs the CA function in the area (out of Dubai) and develop ideas, hopefully keeping HHS and myself informed, thanks and regards, Stig

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